



MARCH 11

PANDEMIC DECLARED BY WHO.

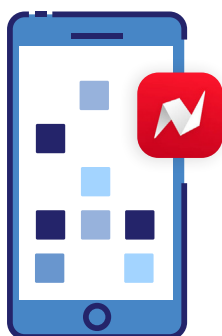
NEWS AGGREGATION APPS ATTRACT MORE INTEREST THAN PRIMARY SOURCES (E.G. FEEDLY, GOOGLE NEWS, ETC).



DAILY ACTIVE USERS (DAU) FIGURES SURGE SIMILAR TO DOWNLOAD FIGURES. **USERS READ MORE!** ¹

NEWS APP NEWS AND CASE STUDIES

News Break is the top 4th growing app in the US, comparing the 30 days following 200th confirmed case of COVID-19 vs. the prior 30 days ³.



- **News Break**, most downloaded news app in both stores & overall in March!
- Total downloads reached **~ 6 MILLION**
- **225K downloads** on March, 17
- **Downloads ↑ 214%** as of March 17, compared to average daily downloads in February ⁴.
- **News Break** was more aggressive with ads compared to Twitter considering the insights like publisher count, creative types, active creatives numbers to the total number of creatives ⁵.

TOP 10 NEWS APPS WORLDWIDE FOR MARCH 2020, OVERALL

- NEWS BREAK**
- TWITTER**
- SMARTNEWS**
- REDDIT**
- PEOPLE'S DAILY ONLINE**
- TOUTIAO**
- GOOGLE NEWS**
- CNN**
- UC BROWSER**
- TENCENT NEWS** ²

Smart News app first started to break its records on March 14 ⁶.

- **3rd** place in both stores and overall in March.
- **142K** downloads on March, 17
- Downloads **↑222%** as of March 17, compared to average daily downloads in February ⁷

The New York Times

- Downloads **↑58%** since Jan. 1 as of March, 17 ⁹

The Washington Post recorded its highest download and daily active user numbers in the week of March 18.

- Downloads **↑ 76%** since Jan. 1, as of March, 17
- DAU **↑≈23%** since Jan. 1, as of March, 17 ⁸

The Wall Street Journal

- Downloads **↑≈39%** since Jan. 1 as of March, 17 ¹⁰

CNN saw record download numbers.

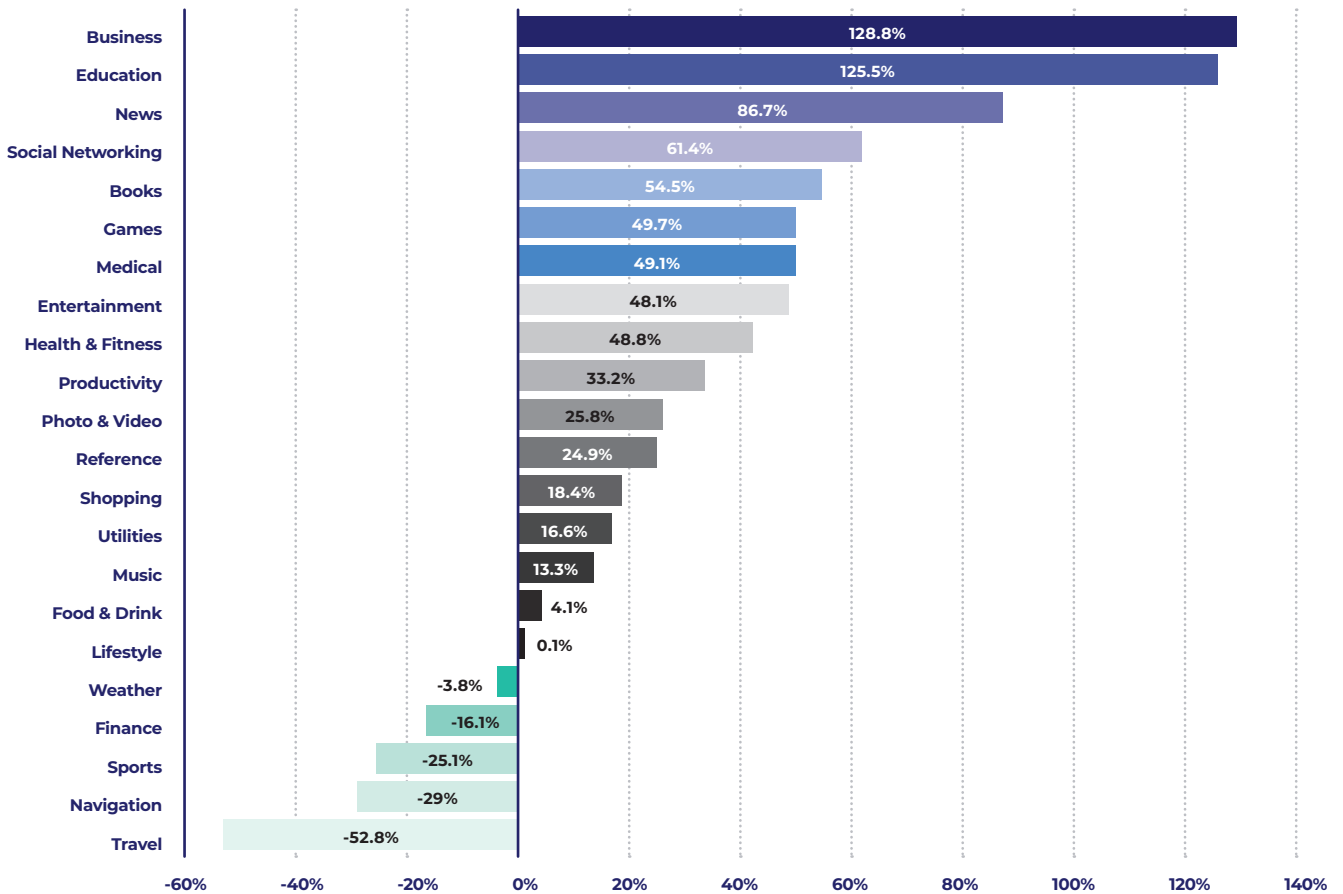
- Downloads **↑ 244%**, as of March 17, compared to average daily downloads in February ¹¹

FOX News saw record downloads.

- Downloads **↑ 127%**, as of March 17, compared to average daily downloads in February ¹²

APP STORE CATEGORY GROWTH

DATA IS FROM THE APP STORE, AGGREGATED FOR CHINA, SOUTH KOREA, ITALY, JAPAN, FRANCE, GERMANY, SPAIN, THE U.S., AND GREAT BRITAIN. COMPARING THE 30 DAYS FOLLOWING EACH COUNTRY'S 200TH CONFIRMED CASE OF COVID-19 VS. THE PRIOR 30 DAYS. ¹³



SOURCE

- ¹ Fortune: <https://fortune.com/2020/03/20/coronavirus-pandemic-news-apps/>
- ² Mobile Action: <https://www.mobileaction.co/blog/app-marketing/top-10-news-apps-worldwide-for-march-2020/>
- ³ Sensor Tower,Q1 2020 Data Digest: <https://sensortower.com/blog/q1-2020-data-digest>
- ⁴ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ⁵ Mobile Action: <https://www.mobileaction.co/blog/app-marketing/top-10-news-apps-worldwide-for-march-2020/>
- ⁶ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ⁷ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ⁸ Mobile Action: <https://www.mobileaction.co/blog/app-marketing/top-10-news-apps-worldwide-for-march-2020/>
- ⁹ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ¹⁰ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ¹¹ Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ¹² Apptopia: <https://blog.apptopia.com/news-apps-set-new-records-for-downloads-engagement>
- ¹³ Sensor Tower,Q1 2020 Data Digest: <https://sensortower.com/blog/q1-2020-data-digest>